



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**

Promoting Health. Preventing Disease.

**NACDD
PROFESSIONAL
DEVELOPMENT**

COURSE CATALOG

The National Association of Chronic Disease Directors (NACDD)
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Preface

Welcome to the National Association of Chronic Disease Directors (NACDD). Our members comprise over 3,000 specialized chronic disease practitioners working in public health departments across all 50 States and US Jurisdictions to prevent and control chronic disease. One of the foundational pillars of NACDD is professional development. The cornerstone of NACDD's professional development services are the Chronic Disease Academies. These Academies are traditional, interactive, face-to-face learning opportunities that can be tailored to fit each state's specific audience, budget and time requirements. Academies typically span 1 to 4 days and feature general sessions as well as workshops and learning labs. Classes are always taught by leading public health experts with years of experience at the federal, state and county levels. Continuing education credits can also be earned through Academy courses. Please contact us at: academy@chronicdisease.org or call 770-458-7400 to discuss the opportunity to host an academy in your state.



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NACDD Academy Courses

NACDD's Chronic Disease Academies are comprised of individual courses. The overarching goal of an Academy is to strengthen the state and local chronic disease workforce by focusing on NACDD's Competencies. The Competencies for Chronic Disease Practice define the skills and knowledge identified as specific to leading and managing chronic disease programs that improve the health of the public. They were developed through a process which included a thorough review of other competency efforts in public health and incorporated skills and knowledge identified by experts in the field of chronic disease. This comprehensive listing was then reviewed and edited by NACDD, and vetted with a panel of experts. The resulting 104 competency statements were organized into 7 major domains:

- 1) Building Support
- 2) Design and Evaluate Programs
- 3) Influence Policies and Systems Change
- 4) Lead strategically
- 5) Manage People
- 6) Manage Programs and Resources
- 7) Use Public Health Science

The Competencies for Chronic Disease Practice will be the foundation for all professional development resources and activities provided by NACDD and can be found in its entirety online at www.chronicdisease.org. The courses below are divided into categories based on the domains. Almost all of the courses are crosscutting and reflect multiple domains. All inquiries should be directed to NACDD at academy@chronicdisease.org.

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I. Building Support

Course Title: Building a Peer Learning Network and Establishing Mentor Communities to Advance and Sustain Community Health Efforts

Instructors: Jennie Hefelfinger, Ali Patty and Karma Edwards

Description: This interactive session will share the concepts of building a peer learning network and a mentor network to maintain and sustain efforts, to share information and build capacity, to assist in building momentum across boundaries, to share resources and expertise, and to provide a network for people working at the community level who want an opportunity to learn from others. Building a peer learning network and mentor network concepts from organizing to implementation will be shared. Skill building techniques will be shared.

Length of Course: Half Day

Course Title: Building and Sustaining Partnerships with Non-traditional Partners and Policy Makers between the State and Local Communities

Instructors: Jennie Hefelfinger, Ali Patty and Karma Edwards

Description: Workshop is aimed at state health departments to assist them in building and sustaining partnerships at the local level with non-traditional partners and high level policy makers to assist in community based health promotion and systems change. This course provides examples and tools from ACHIEVE and similar community-based models that focus on engaging non-traditional partners and other hard to reach partners. Examples include how to reach worksites/businesses, elected officials, schools/universities, hospitals/healthcare and other community-based organizations such as community planning officials, transportation and the media. The session would provide opportunities to work through a community environmental scan to assess the community's needs and to build a framework and messages that resonate with these community representatives to engage them in community health planning.

Length of Course: Half Day

Course Title: Building the Business Case for Chronic Disease Prevention

Instructor: Denise Cyzman

Description: Learn the skills needed to demonstrate to stakeholders – legislators, businesses, not-for-profit partners, citizens, faith-based organizations and others – the need for chronic disease prevention programs. We will look at how to collect and present convincing burden data, build relationships with stakeholders, and demonstrate the efficacy of your program. You will leave the workshop with plans and templates for immediate use.

Length of Course: Full Day and a Half

Course Title: Crash Course in Social Media

Instructor: Ali Patty

Description: This course will seek to provide a thorough understanding how what types of social media are available to use for public health professionals, how to set up accounts and how to develop an overall social media plan for an organization. This plan includes identifying an administrator for social media outreach, crafting and seeking out content to share and creating short, intermediate and long term goals for social media outreach by an organization.

Length of Course: Half Day

Course Title: Linking the Business Case for Chronic Disease Program and Policy Sustainability

Instructor: Denise Cyzman

Description: In today's world of shrinking resources and increasing demands, it is increasingly important to show program and policy value as we plan for long-term sustainability. We do this by developing a business case for our program and integrating it into a sustainability plan. It is necessary to understand ALL the key audiences that can help sustain our efforts, focus on their needs (not our own), and establish long-term, meaningful relationships so that when new opportunities arise we can use the business case to engage our 'friends' in discussions for funding, implementing policy, or other providing other key support. Trainers will lead a step-by-step process to develop a business case and integrate it into a sustainability plan.

Length of Course: Full Day and a Half

Course Title: Making the Most of Your Program Results & The Art of Storytelling

Instructor: Karen Thompkins

Description: Attendees will learn strategies to share their program results to diverse audiences. There will be a focused attention on storytelling as an effective communication tool. This interactive course will allow participants to practice storytelling and getting their message out.

Length of Course: Half Day



Participants complete group work during class.

II. Design and Evaluate Programs

Course Title: Chronic Disease Program Evaluation: Tools and Techniques

Instructor: Ann Ussery-Hall

Description: Tracking your steps forward on action plans is essential to monitoring their effectiveness and garnering information about successes. There are a number of tools available to help you monitor your progress. In this interactive session, participants will learn about the basic concepts of evaluation, as well as learn about evaluation of coalitions and partnerships, learn the CDC's Evaluation Framework, how to use benchmarks to track community progress, and using logic models.

Length of Course: Full Day

Course Title: Community Assessment: Using Your Data for Action and Planning

Instructor: Ann Ussery-Hall

Description: In this interactive session, participants will focus on using community assessment data and results to design and implement an action plan. The session includes a description of numerous assessment tools, and discussion of common assessment methods and processes. Participants will be encouraged to share their assessment experiences, and questions about uses of assessment data.

Length of Course: Half Day

Course Title: Evaluation Data: Sources and Uses

Instructor: Ann Ussery-Hall

Description: With various evaluation data sources, this course provides a detailed look at where public health professionals can find reliable data for their program evaluations. The course addresses the phases of evaluation, detailing specific data sources and uses for each phase.

Length of Course: Half Day

Course Title: Implementing a Framework for Quality Assurance for Community Site Visits

Instructors: Jennie Hefelfinger, Ali Patty and Karma Edwards

Description: This workshop uses a five-phase community planning framework to build a quality assurance component for local communities and or states to use when assessing the needs of local communities health promotion and planning needs specific to policy, systems and environmental change strategies. Examples from ACHIEVE and other community models will be used that also incorporates the public health assurance role.

Length of Course: Half Day

Course Title: Logic Model Development and Use

Instructors: Ann Ussery-Hall, Walter “Snip” Young

Description: An in-depth look at how to develop logic models, and how they can benefit your public health program and grant applications. Participants will practice developing logic models, review various types of logic models, and discuss the applicability of the model to their present work.

Length of Course: Half Day



Ann Ussery-Hall Teaching Chronic Disease Program Evaluation: Tools and Techniques.

III. Influence Policies and Systems Change

Course Title: Communicating Effectively with Policy Makers

Instructors: Ellen Jones, Lisa Daily

Description: This session will strengthen your ability to communicate with decision makers about the importance of using policy, systems, and environmental change approaches in order to achieve equitable health outcomes. Through discussion, demonstration and small group work you will learn to communicate with decision makers at the local and state level. The session will review policy content, context and public support. Policy strategies will be grounded in state plans, community needs, and local support. Resources for evidence-based policies will be shared.

Length of Course: Half Day

Course Title: Creating Healthy Communities through Policy, Systems and Environmental Change Strategies that Work and How to Begin

Instructors: Jennie Hefelfinger, Ali Patty and Karma Edwards

Description: This interactive workshop will provide an overall training opportunity for state and or community public health professionals and or non-health related professionals who are interested in implementing policy, systems and environmental change strategies in their community to reduce chronic diseases and conditions. This is a step by step training model that uses concepts and tools/resources from the ACHIEVE five-phase model and other healthy communities programs that support evidenced-based strategies. Successful community examples will be shared specific to coalition building, data assessment, prioritization, planning and implementation, and evaluation. A special focus on sustaining actions at the community level and sharing successes is also incorporated (this links to the sustainability course).

Length of Course: Half Day

Course Title: How to Apply a Health Equity "Lens" When Making Program and Policy

Decisions

Instructor: Gail Brandt

Description: This course will demonstrate how to use the Equity Impact Review (EIR) tool when making program and policy decisions. The Equity Impact Review (EIR) tool is both a process and an instrument to identify, evaluate, and communicate the potential impact - both positive and negative - of a policy or program on equity. The tool directs users to consider equity and social justice impacts in decision-making to increase fairness and opportunity for all people. People of color, low-income communities and people with limited English proficiency are especially vulnerable and most likely to benefit from tool application.

Length of Course: Half Day

Course Title: LGBT 101: Seeking Cultural Competency = Knowledge + Sensitivity + Action

Instructor: Sherri Paxon

Description: This interactive session will give participants the opportunity to learn about the lesbian, gay, bisexual, and transgender (LGBT) community and the impacts of societal exclusion, homophobia, heterosexism and discrimination on health equity. The social determinants of health will be discussed in relation to LGBT health inequities and a synopsis of current research. Participants will learn about the LGBT community as a culture and how discrimination and homophobia impacts the mindset of LGBT individuals and communities. Methods for implementing an LGBT-specific welcoming environment will be demonstrated and a variety of resources that aid in education, awareness, advocacy and action toward health equity for the LGBT community will be made available. The NACDD Health Equity Council (HEC) is inclusive in its views of health equity and recommends that all health professionals receive training in LGBT cultural competency. Both NACDD and SOPHE competencies specify the importance of cultural competency and tailoring messages to priority populations. NACDD encourages the development of approaches that take into account differences among populations and emphasizes the impact of socioeconomic and behavioral determinants of health disparities.

Length of Course: Half Day

Course Title: People, Policy, and Politics: Opportunities for the Future

Instructors: Ellen Jones, Peggy Yen, Natasha McCoy, Lisa Daily

Description: Wondering where your public health program fits in the changing context of public health agencies in 2012? This presentation will discuss research and practical knowledge of the most effective strategies to plan, communicate, and evaluate chronic disease prevention and control policy. Distinctions and similarities for national, state, and local policy advocacy will be discussed. Presenters will use hands-on tools, share lessons learned, and practice advocacy skills for health policy communication in a variety of settings.

Length of Course: Full Day and a Half

Course Title: Using Data to Prioritize and Implement Community Action Plans for Policy Systems and Environmental Change Strategies

Instructors: Jennie Hefelfinger, Ali Patty and Karma Edwards

Description: This interactive workshop uses the CDC's CHANGE (Community Health Assessment and Group Evaluation) Action Guide that provides an 8-step model to community assessment and assists community members in using this tool to assess community health planning needs.

Length of Course: Half Day to Full Day

"I enjoyed the interactive workgroups because it allowed me to utilize the techniques taught." Class participant from the Arkansas Department of Health

"Very good workshop. Presenters made workshop fun and educational." Class participant from the Connecticut Department of Public Health

IV. Lead Strategically

Course Title: Strategic Leadership in Chronic Disease

Instructors: Ellen Jones, Frank Bright, Denise Cyzman

Description: This training workshop is designed to advance and enhance the leadership skills of chronic disease practitioners in leadership positions. During this interactive session, participants will explore the 10 principles of strategic leadership, the common components of organizations as systems, and how these principles and components impact a systems approach to organizational leadership. Interactive group exercises during the workshop utilize a public health case study to provide opportunities to apply the principles and discuss outcomes with colleagues. In addition, participants will leave the workshop with a personalized action plan for development of their skill levels in the principles of strategic leadership and utilization of the systems approach to decision making in leadership situations.

Length of Course: Full Day



Frank Bright Teaching Strategic Leadership in Chronic Disease.

V. Manage People

Course Title: Clear Communications - A Guide for Effective Communication in the Workplace

Instructors: Soby Tadjalli and John Patton

Description: Being able to communicate effectively is a necessary and vital part of every job. This interactive course features tips and tricks to make sure your message gets across. Participants will learn various aspects of communication and enhance their skills as both communicators and listeners. Through examining the various modes of communication, participants will learn the most effective methods getting their message across in a clear and concise manner. By learning how to effectively communicate, participants will increase their productivity, become more easily understood, and increase the potential influence of their ideas in their daily activities.

Length of Course: Full Day

Course Title: Creating and Maintaining Coalitions

Instructors: Jennie Hefelfinger, Ali Patty and Karma Edwards

Description: This interactive workshop provides an overview and practice information and skills training on building and sustaining coalitions specifically to implement chronic disease prevention programs and or policy, systems and environmental change strategies. Examples from ACHIEVE (Action Communities for Health, Innovation, and EnVironmental changE) coalition building will be shared along with other pertinent skill building techniques. This workshop can be crafted to the specific needs for the local community based on their unique community partners and environment. Coalition building skills, coalition maintenance, troubleshooting problems, engaging hard to reach partners, working with volunteer organizations, sharing the message, and other concepts will be shared.

Length of Course: Half day to Full day

Course Title: Cultural Competency – Developing your Workforce, Improving your Organization, and Impacting Health Equity

Instructors: Sherri Paxon, George S. Rust, Gail Brandt, Louise Square

Description: What does it mean to be culturally competent? What is the relationship between cultural competency and health equity? This training will provide unique information, specific to public health - all definitions used in the training are broad and not just connected to racial and ethnic issues. During the training participants will be provided a self-assessment tool, discuss barriers to achieving cultural competency and how to overcome them, share experiences and provide lessons learned, and learn the benefits of being culturally competent.

Length of Course: Full Day

Course Title: Sustaining Coalitions: Growing, Enhancing and Improving Effectiveness

Instructors: Jennie Hefelfinger, Alice Patty

Description: Now that your coalition is up and running, how do you maintain it and take it to the next level? This workshop will give you proven tools and strategies, along with helpful information on how to use them. Topics include membership retention and recruitment, new funding sources and leveraging resources, how to establish a 501(c) 3 nonprofit or establish a fiscal agent, community engagement and maintaining support.

Length of Course: Half Day

Course Title: Team Building Exercises

Instructor: Soby Tadjalli

Description: TEAM – Together Everyone Achieves More. This “course” provides opportunities for participants to partake in challenges, activities, and games to enhance teamwork. Team building focuses on the 3 C’s: Communication, Collaboration, and Creativity. This session will boost morale and encourage class participation and makes for great break-out sessions.

Length of Course: Half Day

VI. Manage Programs and Resources

Course Title: Creating a More Integrated and Sustainable Chronic Disease Program

Instructors: Jeanne Alongi, Jeanine Draut

Description: In an effort to work towards integration and coordination across historically categorical programs, chronic disease units in state health departments have sought guidance from funders, organizational development literature, experts in performance and strategic planning, and peers. This course presents the state of best practices for chronic disease program management and reviews the evidence-base from the literature for public health management and practice and organizational behavior and development. Through presentation, case study, and discussion, participants will build knowledge and skill in designing systems and organizational policy that facilitate effective and efficient program management, linking practice to outcome, supporting sustainable infrastructure, and involving partners to best effect. This course is intended for state health department chronic disease program staff.

Length of Course: Full Day

Course Title: How Health Departments Work and How to Work with Health Departments in Creating Healthy Schools

Instructors: Amy Greene, Cheryl DePinto, Sandra Jeter

Description: Workshop is aimed at providing the knowledge and skills toward developing and sustaining effective partnerships with state health departments. Key resources and strengths of health departments at the state and local level in the area of chronic disease prevention and school health will be identified, as well as, approaches to accessing these resources to support policy, environmental and systems change. How health departments function, approaches to working with health departments, and practical steps for making collaborations happen to further the mission of schools will be discussed. Successful examples will be shared of partnerships between individuals, schools and communities and health departments in the area of school health and chronic disease prevention.

Length of Course: Half Day

Course Title: Social Determinants of Health: Utilizing Community Health Indicators to Drive Your Program Planning

Instructor: Gail Brandt

Description: This interactive training is designed to increase your knowledge based around the social determinants of health, give you insights into the issue as it applies to your community, and facilitate discussion of needed next steps. The presentation will include discussion of the process needed to identify community health indicators, based on currently existing data, and utilize resources in compiling the data into a workable resource framework. Demonstrations will include the use of the Geographic Information System and Census reports in data collection. Finally, the presentation will focus on practical applications of the data in planning programs and educating partners in your community.

Length of Course: Full Day and a Half

Course Title: Solutions and Opportunities: Solving Workflow Dilemmas

Instructor: Marti Macchi

Description: This course is designed to help learners understand and identify the overarching goals of each categorical chronic disease program and the goals/objectives of the Chronic Disease Branch. During this engaging training, the value of workflow processes to the programs and events supported by the Chronic Disease Branch are emphasized. Participants will be taught to understand and apply Quality Improvement strategies to identify problems and improve workflow processes and to strengthen individual and team efforts in problem solving.

Length of Course: Full Day

“Presenters were easy to understand and friendly. Just the right amount of information was presented - not overwhelming. Group activities were useful and fun, too.” Class participant from the Arkansas Chronic Disease Academy

VII. Use Public Health Science

Course Title: Chronic Disease Programs in the 21st Century: A Framework for Action

Instructors: Ellen Jones, Lisa Daily, Lorri Graaf

Description: This workshop is an interactive training about the role of state health departments in establishing comprehensive statewide chronic disease prevention programs. The Chronic Disease Framework was included in Promising Practices in Chronic Disease Prevention and Control published by the CDC in 2003, and is the core assessment used in the NACDD State Technical Assessment and Review Program (STAR). This workshop provides an overview of the Framework and describes how its use can improve design and evaluation of the efficacy of chronic disease units. The training includes content, skill building, and peer mentoring for the 9 chronic disease indicators and 42 elements of the Framework.

Length of Course: Full Day

Course Title: Re-Imagining the Box: Critical Thinking and Problem Solving in Chronic Disease

Instructors: Marti Macchi, Margaret Casey

Description: This workshop is designed to expand and enhance the critical thinking and problem solving skills of chronic disease practitioners, both individually and as team members and leaders. During the course of the workshop, participants will explore what critical thinking is, why it matters in daily practice, and what skills and dispositions are needed to effectively demonstrate critical thinking in interactions with others. Building on this content, the workshop also provides 10 questions for critical inquiry and shows participants how to use these questions to analyze positions and supporting evidence of issues. The final components of the workshop enable the practitioner to take their skills into team situations to enhance the abilities of teams to collaboratively identify and solve problems. Interactive group exercises during the workshop will allow participants to assess their own level of expertise, practice applying the questions for critical inquiry, and demonstrate the use of these enhanced skills in building effective team processes in problem solving.

Length of Course: Full Day and a Half

NACDD strives to provide the most current and relevant professional development opportunities to its members. In addition to courses its courses, NACDD has access to other proprietary instruction and training resources to develop a competent public health workforce committed to fighting chronic disease. Please contact us to learn more.

All courses are the property of NACDD. For inquiries please contact NACDD at:

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